

Our area: our future is the first community strategy for South Gloucestershire. It was published in March 2003 and provides a framework within which individuals and organisations can work together to improve quality of life for everyone in South Gloucestershire.

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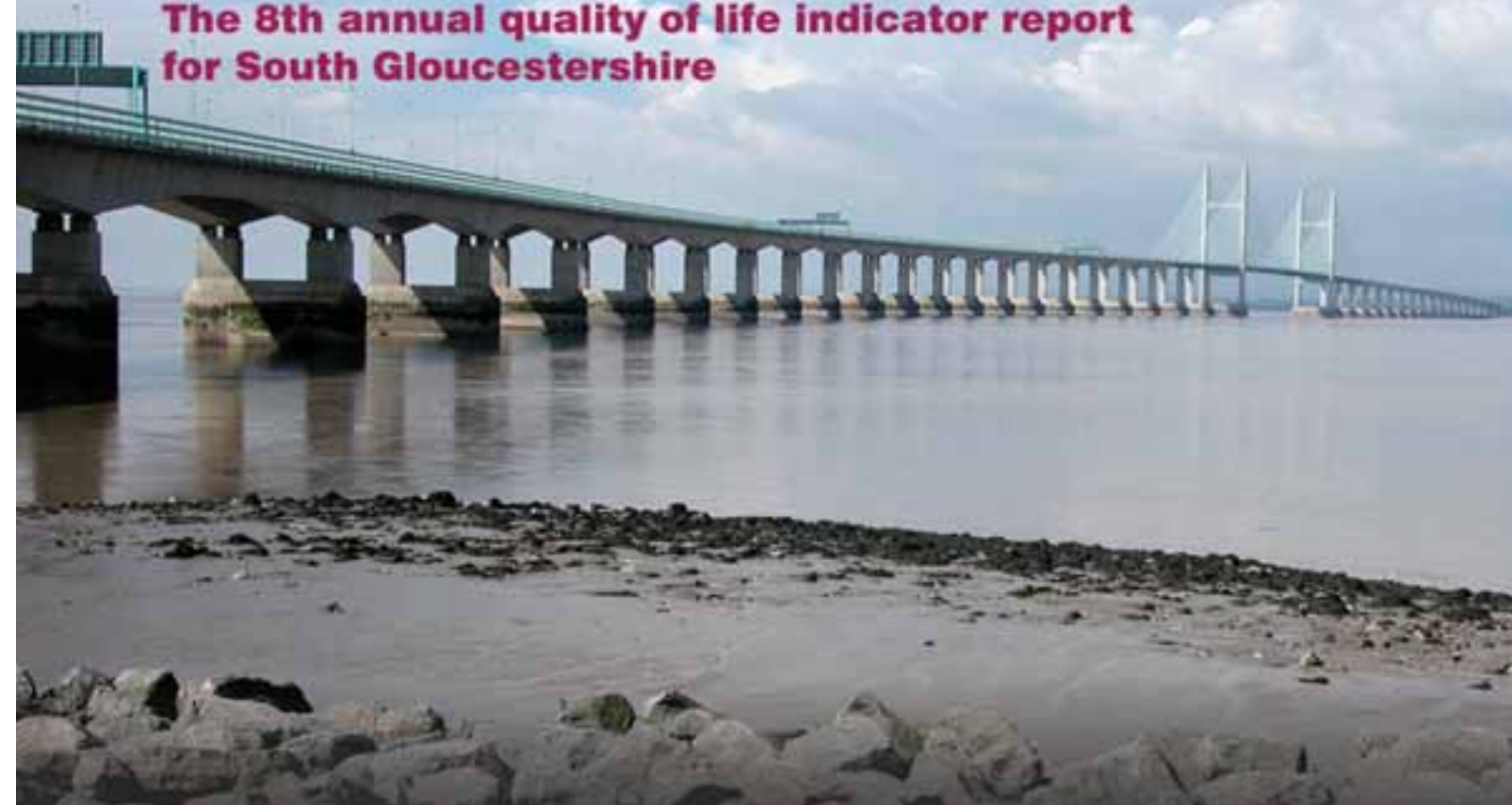
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For more information about this publication contact Tel: 01454 863862
Designed by South Gloucestershire Council, Design & Print. Ref 1988/03/07 Tel: 01454 863763
Printed on recycled paper 75% Post-Consumer Waste
Date of Publication 03/07
Free internet access is available at all South Gloucestershire libraries
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Quality of Life Better or Worse?

The 8th annual quality of life indicator report for South Gloucestershire



Many factors combine to deliver a more sustainable way of life. This report provides information about important issues for South Gloucestershire. The indicators reported aim to measure and communicate important facts and trends and to demonstrate whether quality of life is getting better, worse or staying the same.

The themes in this report match those of our area: our future, the community strategy for South Gloucestershire.

The themes are:

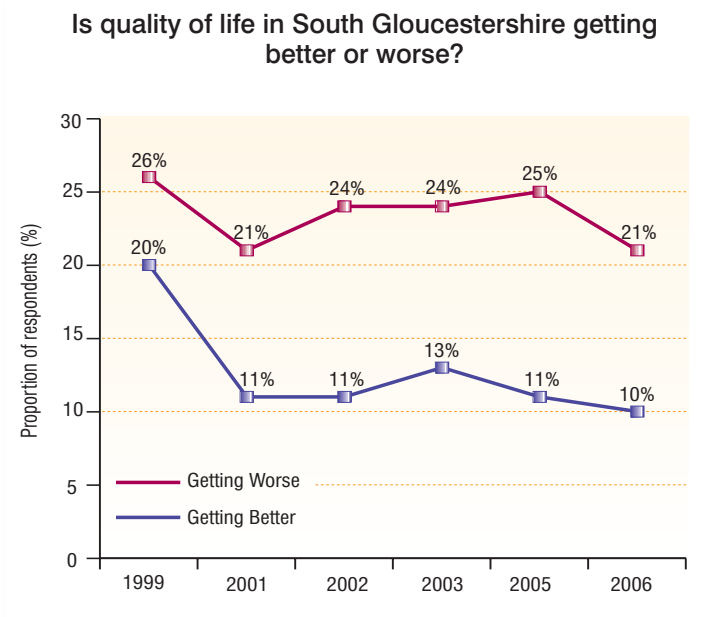
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Where we live

Community Strategy Goal

Strong communities where needs are met locally

Proportion of people who say their quality of life is getting better or staying the same

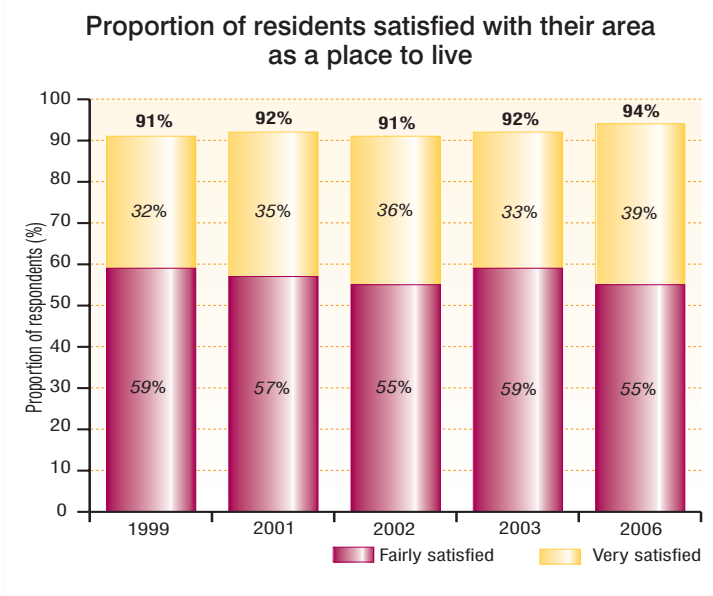


Source: South Gloucestershire Viewpoint Survey*

According to the 2006 Viewpoint survey about one in ten residents think that South Gloucestershire has become a better place to live over the past two years, one in five (21%) feel it's got worse, whilst the majority (67%) think it has remained the same. The graph compares this year's results with previous surveys. It shows that opinion on the issue has generally been consistent since 2001.

Residents satisfied with their local areas as a place to live

Ninety four percent (94%) of respondents to the November 2006 Viewpoint survey were satisfied with their local area as a place to live. The graph shows that public opinion on this issue has remained fairly consistent since panel members were first asked this question in 1999.

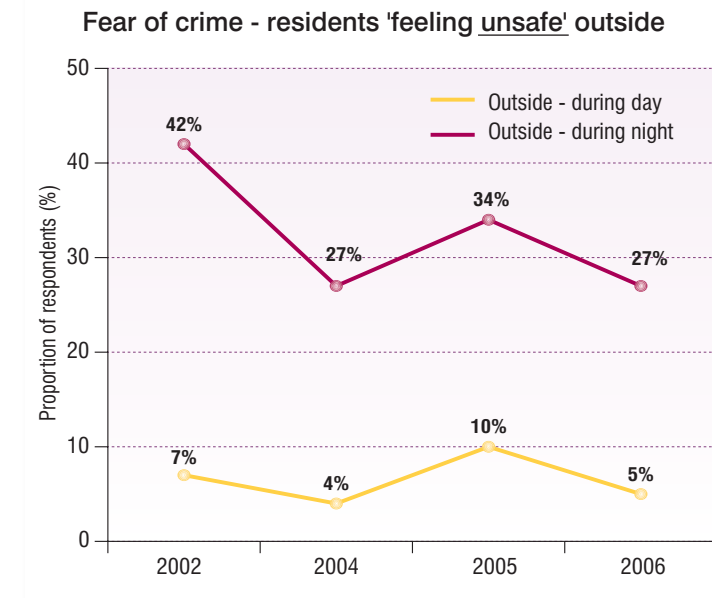


Source: South Gloucestershire Viewpoint Survey*

Interestingly it also shows that the proportion who are 'very satisfied' has increased over the last year.

*South Gloucestershire Viewpoint is South Gloucestershire Council's Citizens Panel. It is a statistically representative panel of about 1,200 residents who are randomly selected to broadly represent the population of the district.

Fear of crime

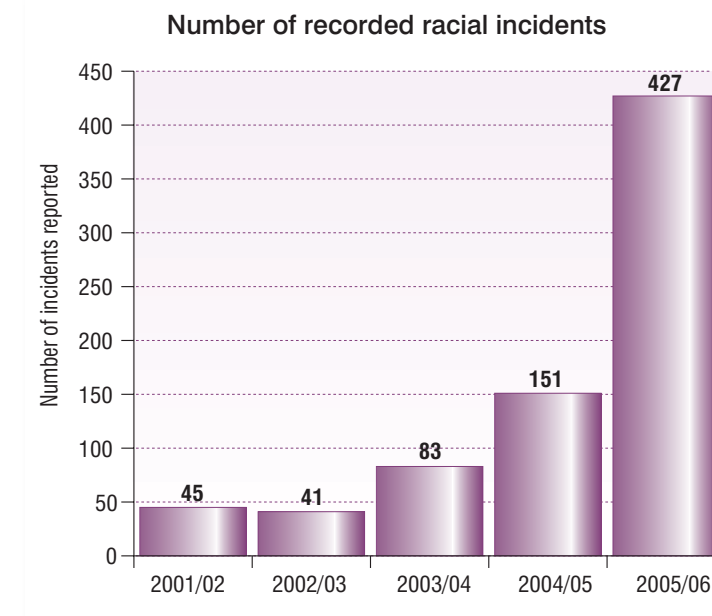


Source: South Gloucestershire Viewpoint Survey

'Fear of crime' is a subjective issue so is difficult to measure accurately. The Council and its partners use a standard question in the annual Viewpoint survey to track this indicator. The graph shows how the results of this question have changed over time. It shows that the proportion of residents who feel unsafe outside during the day has remained low and fairly consistent since 2002, whilst the proportion who feel unsafe outside during

the night has decreased significantly. However, the research also suggests that about one in four residents (27%) continue to feel unsafe when outside during the night.

Racist incidents



Source: South Gloucestershire Partnership Against Hate Crime

In the year to April 2006, 427 racial incidents were reported in South Gloucestershire. This represents a ten fold increase on the 2002 figure. The multi-agency Partnership Against Hate Crime has worked hard to raise awareness and improve reporting opportunities. The recent increases are largely down to better reporting from schools.

Road safety

In 2005, 1,136 people were killed or injured on roads in South Gloucestershire, 58 less than in 2004. The number of people killed or seriously injured also decreased from 115 to 102. The casualty rate in South Gloucestershire remains lower than the national average.

About 20% of accidents in South Gloucestershire occur on motorways and trunk roads. The Highways Agency is responsible for safety on these roads.

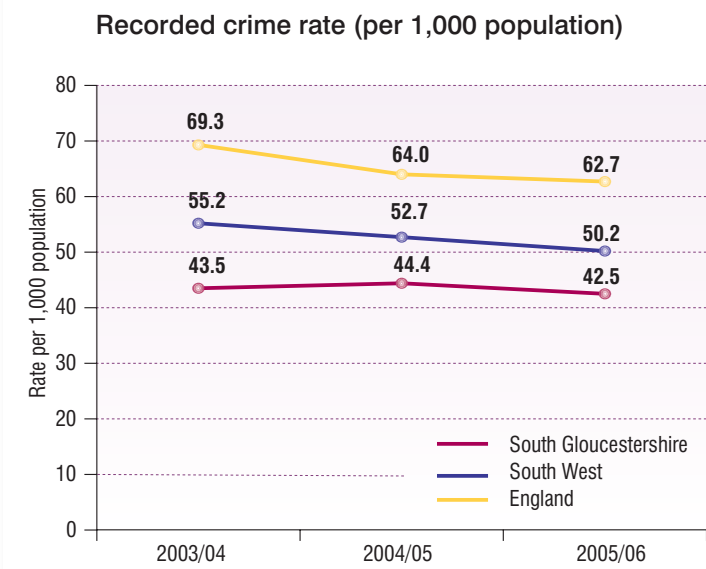
South Gloucestershire Council: Road Safety

Safe communities

Community Strategy Goal

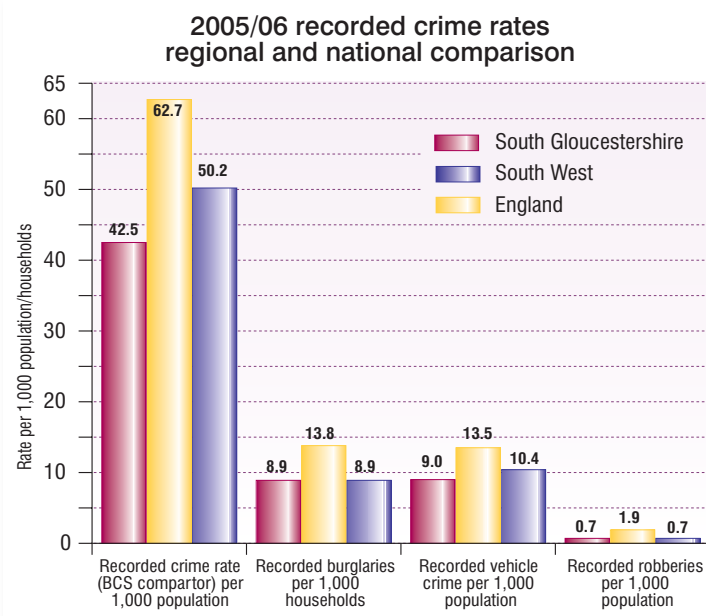
Communities with low levels of crime and disorder where people feel safe

Recorded crime



The recorded crime rate* in South Gloucestershire fell slightly last year to 42.5 crimes per 1,000 population. The graphs shows that the local rate remains significantly below the national and regional averages.

Source: Recorded Crime British Crime Survey (BCS) Comparator, Home Office

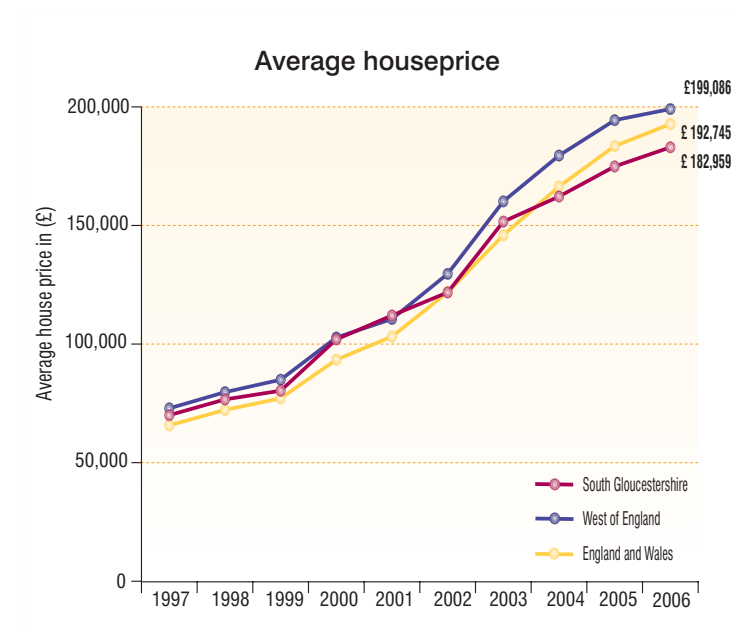


Additionally, for the most common types of crime, the rate in South Gloucestershire remains below both the national and regional averages.

Source: Recorded Crime British Crime Survey (BCS) Comparator, Home Office

* The recorded crime BCS comparator includes recorded theft of and from a vehicle, vehicle interference and tampering, domestic burglary, theft or unauthorised taking of a pedal cycle, theft from the person, criminal damage (including arson), common assault, wounding and robbery.

Average houseprice



In early 2006 the average price for a house in South Gloucestershire was £182,959, a 5% increase on the 2005 figure (£174,890). This is the smallest rate of increase in the last decade. The average property price in South Gloucestershire remains below both the national and sub-regional averages.

Source: Residential Property Price Report January – March 2006, Land Registry

Ratio of average house price to median salary

In 2006, the average house price (£182,959) in South Gloucestershire was 7.3 times the average salary (£25,177). The table shows that the ratio between house price and salary in South Gloucestershire is lower than the national rate (8.1). It also shows that the rate of increase in recent years is lower than has been experienced nationally.

	2002	2003	2004	2005	2006	Difference in Ratio 2002-2006
South Gloucestershire	5.9	6.9	6.9	7.3	7.3	+1.4
West of England	6.3	7.4	7.8	8.3	8.2	+1.9
England and Wales	5.9	6.8	7.5	7.9	8.1	+2.2

Source: Land Registry and Annual Survey of Hours and Earnings (ONS)

Affordable housing

In the year to April 2006, 108 affordable homes were provided by the Council and Housing Associations in South Gloucestershire. Since April 2000, 656 affordable homes have been provided, which represents about 0.6% of all households in South Gloucestershire.

Source: South Gloucestershire Council, Community Care & Housing

Homelessness

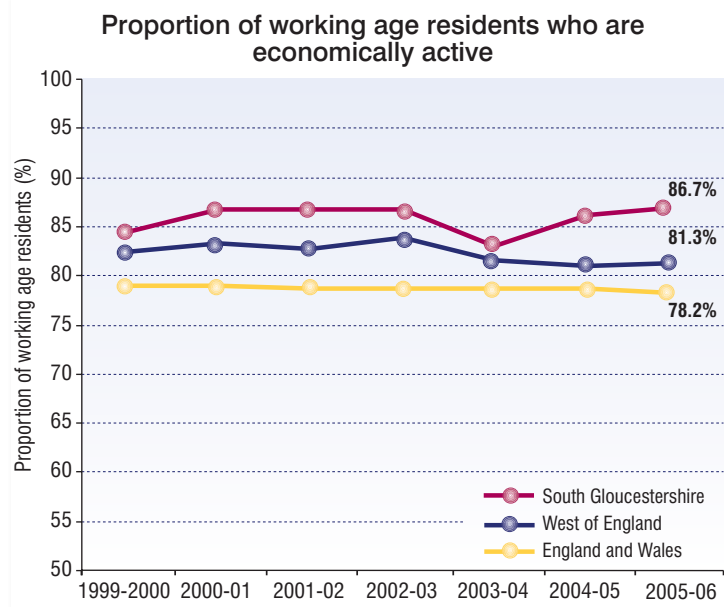
In the last financial year, the Council accepted 291 households as 'homeless'. This is similar to the number accepted in previous years.

Source: South Gloucestershire Council, Community Care & Housing

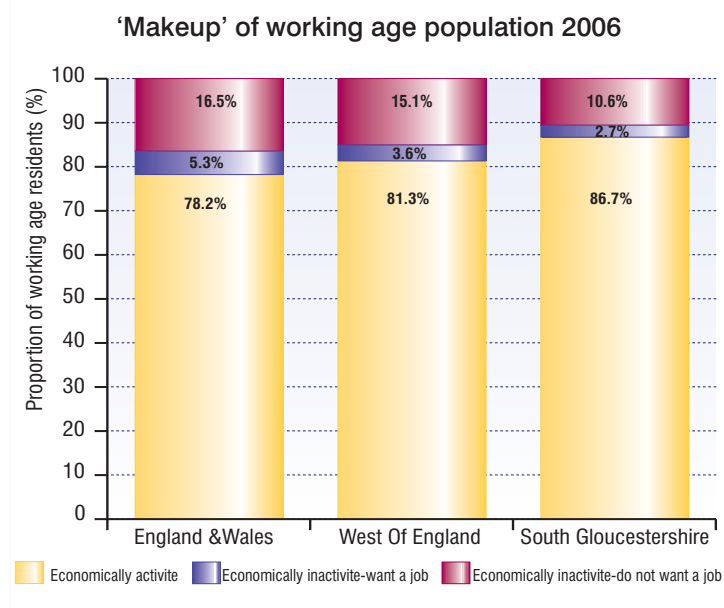
Economy & work

Community Strategy Goal
A strong local economy with sustainable job opportunities for all

Economic activity



According to the Office of National Statistics' 2006 Annual Population Survey, 86.7% of South Gloucestershire's working age population were in employment, which means that the area has one of the highest rates of economic activity in the country.



More detailed analysis of the data shows that over one in ten residents (10.6%), say they "do not want a job". The graph shows that this statistic is significantly lower than both the West of England and England and Wales averages.

The survey also shows that working age females in South Gloucestershire are significantly more likely to be economically active than their contemporaries elsewhere in the country (83.4% in South Gloucestershire, compared to England and Wales average of 73%).

Source: Annual Population Survey, ONS

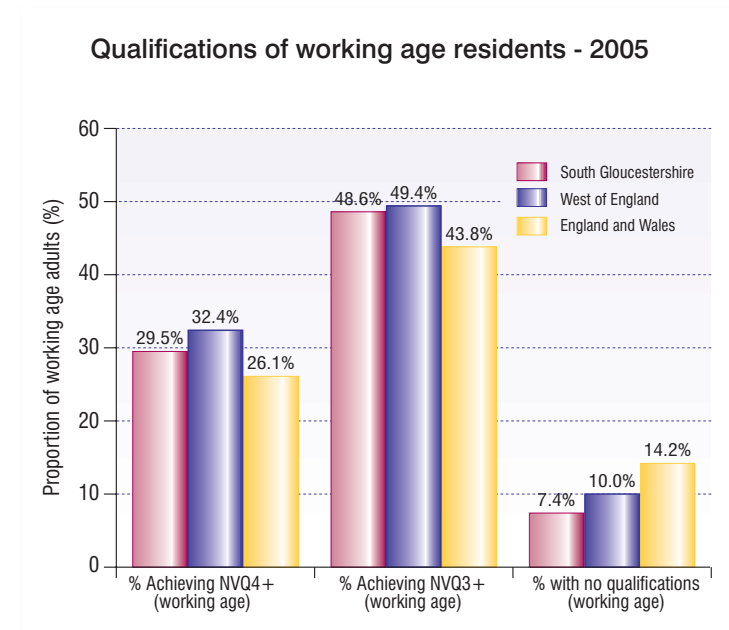
Adult qualifications

The proportion of people with an National Vocational Qualification (NVQ) level 3 or 4 is a measure of the adult population who have achieved a further or higher educational qualification.

NVQ Level 3: Just under half (48.6%) of all working age adults in South Gloucestershire are educated to NVQ level 3. This is above the England and Wales average (43.8%), and on a par with the West of England average (49.4%).

NVQ level 4 : About three in ten (29.5%) of working age adults in South Gloucestershire are educated to NVQ level 4. This is above the England and Wales average (26.1%) but below the average for the West of England area (32.4%).

No qualifications: Encouragingly only 7.4% of working age adults in South Gloucestershire have no qualifications, this is below the West of England average (10%) and almost half the national rate (14.2%).



Source: Annual Population Survey (ONS)

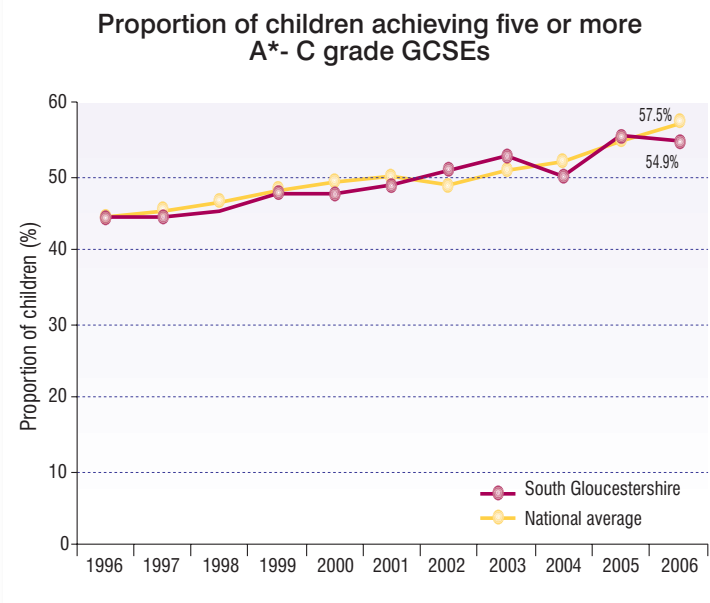
Note: Level 3 is equivalent to 2 or more A levels (or AS level equivalents), or an advanced GNVQ. Level 4 is equivalent to having a degree level qualification or postgraduate qualification eg a Ph.D.

Learning & skills

Community Strategy Goal

A dynamic and inclusive culture of learning that enables everyone to achieve their potential

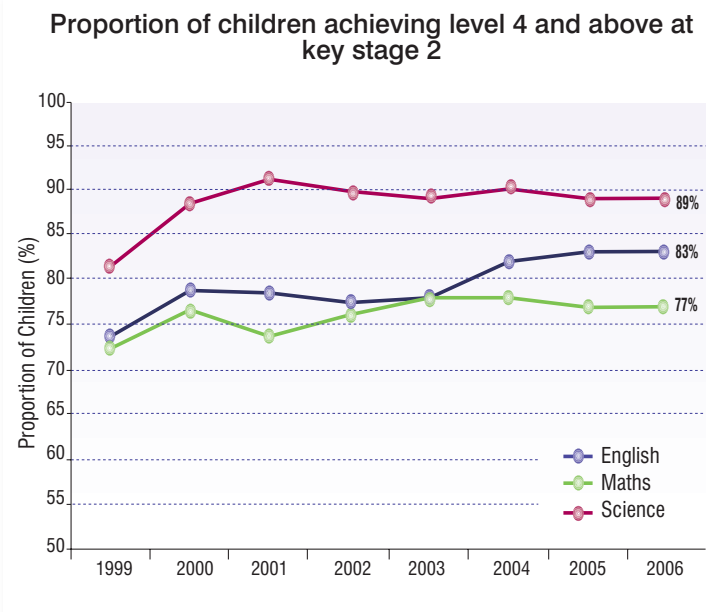
Children achieving 5 or more A*-C grade GCSEs



The proportion of children achieving 5 or more A* - C grade GCSEs has been fluctuating around the national average for several years. Last year the proportion achieving the grade dropped by approximately half a percentage point to 54.9%, which means it has fallen below the national average of 57.5%.

Source: South Gloucestershire Council, Children and Young People Department.

Proportion of children achieving level 4 and above at key stage 2 (end of primary) in english, maths and science.



The graph shows how the overall level of attainment at key stage 2 has changed in South Gloucestershire over the last eight years. For all three subjects the attainment levels have improved since the 1999 baseline.

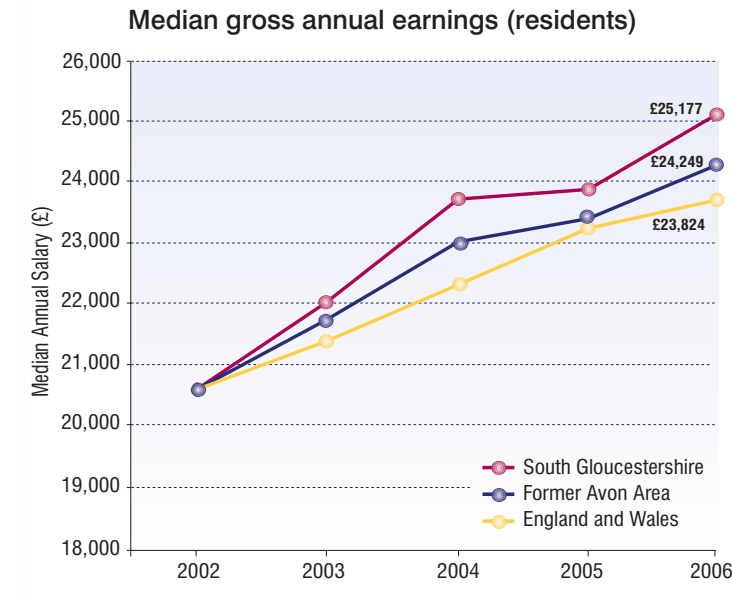
Source: South Gloucestershire Council, Children and Young People Department.

Long term unemployment

In April 2006 about 135 residents had been unemployed for over one year. This equates to about one in ten unemployed people (9.6%), which is significantly lower than the national average (13.9%).

Claimant count, ONS

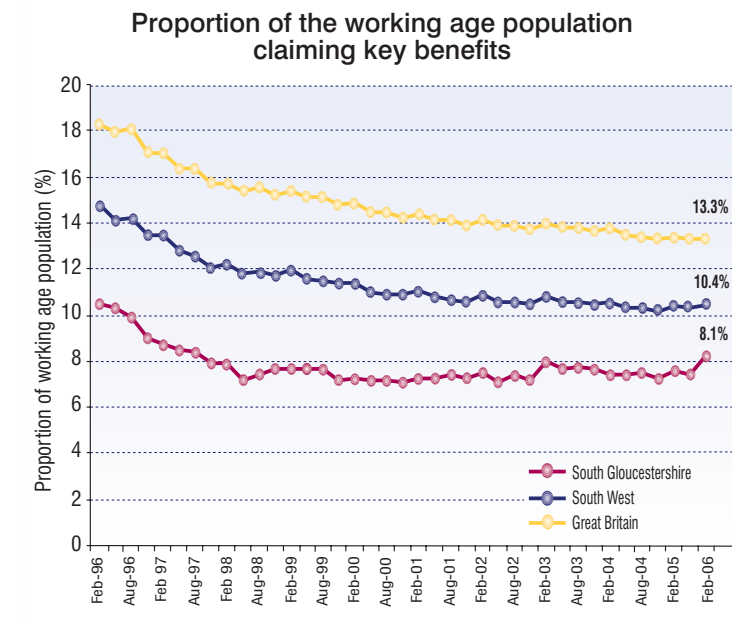
Average earnings



In 2006, the median annual salary for a full-time worker living in South Gloucestershire was £25,177. This represents a 4.9% increase on the previous year's figure (£24,007) - one of the most significant rates of increase in recent years. The graph shows that the median salary for workers living in South Gloucestershire compares favourably to the national and sub-regional averages.

Source: Annual Survey of Hours and Earnings (ONS)

Proportion of working age population claiming key benefits



In August 2006, about 8.1% of South Gloucestershire's working age population were in receipt of key benefits*. Over the last year the rate of benefit take-up in South Gloucestershire has increased at a higher rate than the national averages. Despite this recent increase, the South Gloucestershire average remains much lower than both the national and regional rates.

Source: Department of Work and Pensions (DWP) Client Group Analysis

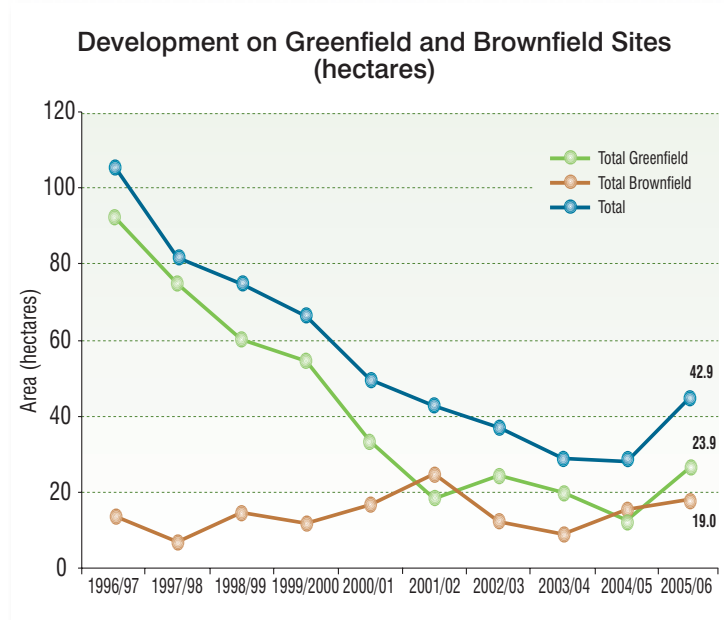
* The key benefits are: Job Seeker's Allowance, Disability Living Allowance, Incapacity Benefit and Severe Disability Benefit.

Environment

Community Strategy Goal

An environment that is protected and enhanced for future generations

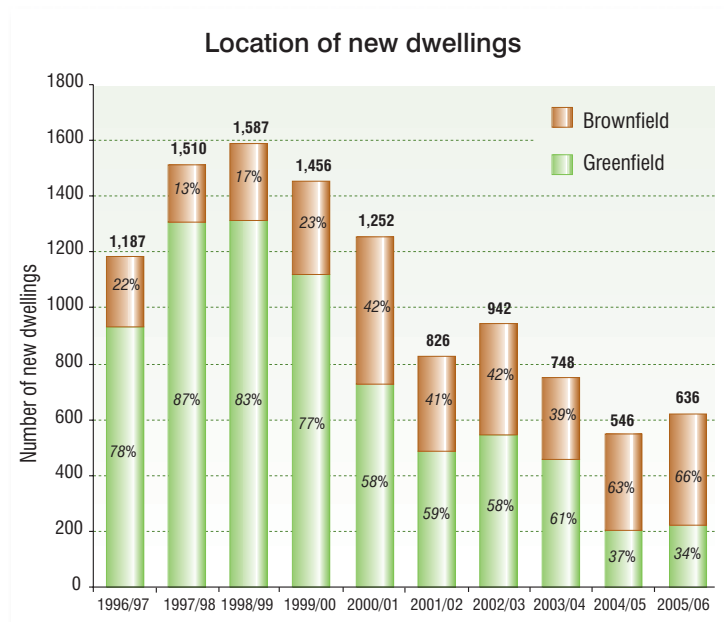
Total development on previously developed land



The graph shows the rate of development in South Gloucestershire over the last 10 years. It shows that total development increased last year after a long period of steady decline, it also shows that development on greenfield land has recently exceeded the amount of development on previously developed land.

Source: South Gloucestershire Council, Spatial Planning Team

Dwellings on previously developed land



Last year 636 new dwellings were built in South Gloucestershire, of which two thirds (66%) were built on previously developed land (brownfield sites). This represents the greatest proportion of brownfield development in the last decade.

Source: South Gloucestershire Council, Spatial Planning Team

Newly planted or managed woodland

Last year three hectares of woodland were planted in South Gloucestershire, which is significantly lower than the amount planted in the previous year (9.92). Since 1996 over 700 hectares of woodland have been planted or brought back into management in the district - the equivalent of nearly 1,000 football pitches.

Source: Forest of Avon

Cancers:

Cancer is responsible for about 43% of all deaths in people aged 15-64 years. Lung cancer is responsible for one in five cancer related deaths in South Gloucestershire. People living in the most deprived areas in South Gloucestershire are almost twice as likely to die from lung cancer than those in affluent areas. This is linked to the prevalence of smoking which is higher in more deprived areas.

Circulatory Diseases:

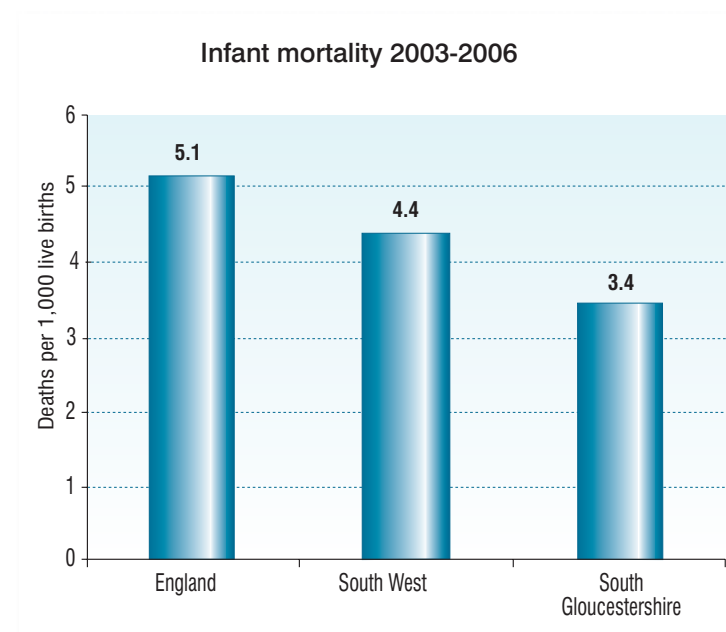
Circulatory diseases, which include coronary heart disease and stroke, are the second major cause of premature death for adults in South Gloucestershire. In 2005 there were 672 deaths in South Gloucestershire from circulatory diseases. 47% of these deaths were from Coronary Heart Disease. Deprivation affects deaths from Coronary Heart Disease. People living in the most deprived areas of South Gloucestershire are almost twice as likely to die from Coronary Heart Disease than those in the most affluent areas.

Accidents:

In 2005 there were 32 deaths, 20 male and 12 female. This is a reversal in the previous decline from the recent average of approximately 29 per year, however the numbers are relatively small and show considerable year on year fluctuation.

Source: Compendium of Clinical Health Indicators 2006, Office of National Statistics

Infant mortality:



In any one year, the numbers of infant deaths are small and so a more reliable picture can be obtained from pooled data. Therefore in the graph, the Infant Mortality rate covers the period 2003-2005. This shows that South Gloucestershire has a lower infant mortality rate than both the national and regional average.

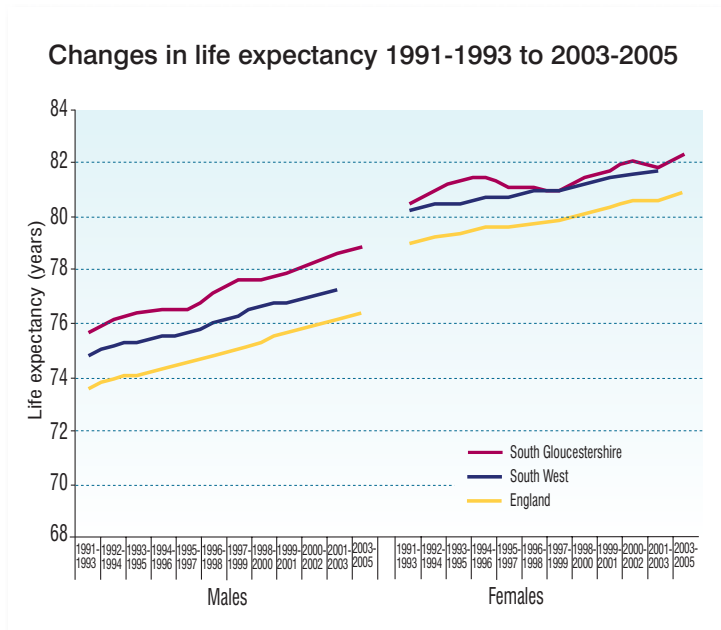
Source: Compendium of Clinical Health Indicators 2006, Office of National Statistics

Health & care

Community Strategy Goal
Improved health and well-being for everyone

Life expectancy

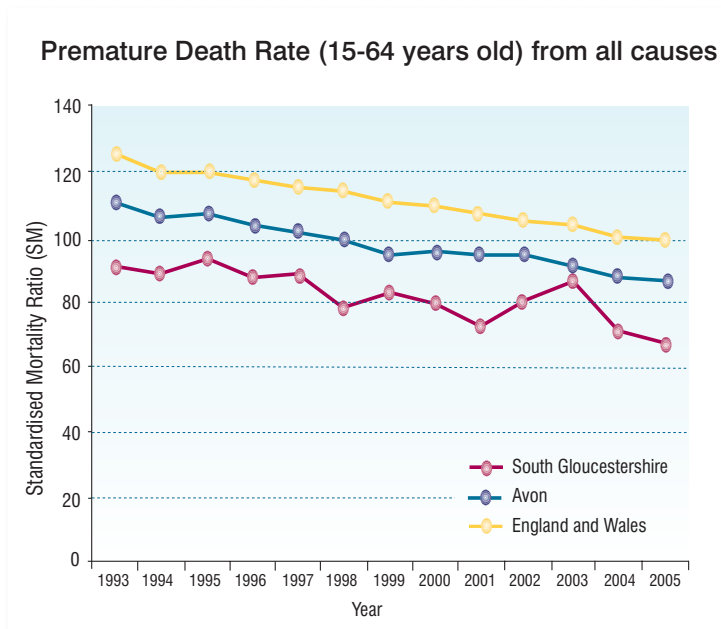
For the period 2003-2005, the average life expectancy in South Gloucestershire was 79.2 years for males and 82.7 years for females, both longer than the national average (76.9 and 81.1 yrs respectively).



Life expectancy has increased by 3.5 years for males and by 2.1 years for females from 1991-93 to 2003-05 in South Gloucestershire. The graph demonstrates both the increase and highlights the higher rates of life expectancy in South Gloucestershire compared to England and the South West. The premature death rate in South Gloucestershire continues to decline and remains lower than the national average.

Source: Compendium of Clinical Health Indicators 2006, Office of National Statistics

Premature deaths from various causes:

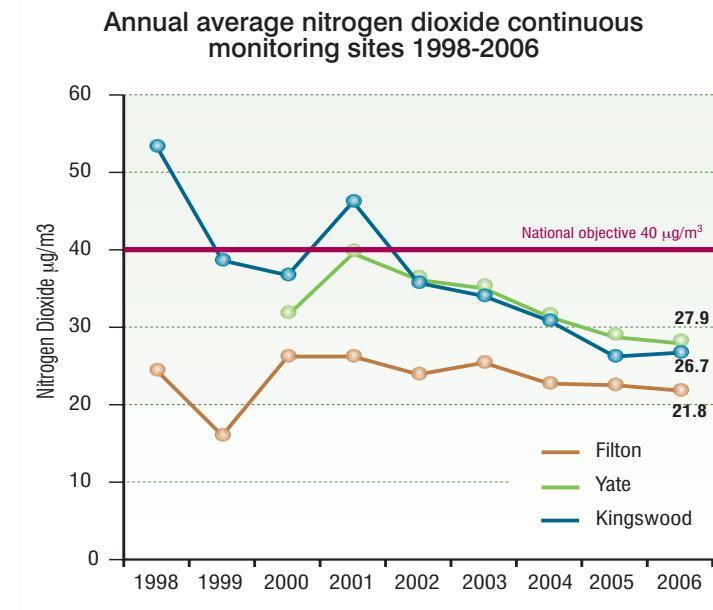


For all the following causes of death the rates in South Gloucestershire remain lower than the national and regional average.

Source: Compendium of Clinical Health Indicators 2006, Office of National Statistics

Air quality

Nitrogen Dioxide is the main pollutant of concern locally. It is an acidic gas mainly produced by vehicle exhausts. It can cause inflammation of the airways at high concentrations and increase the response to allergens in sensitive people.

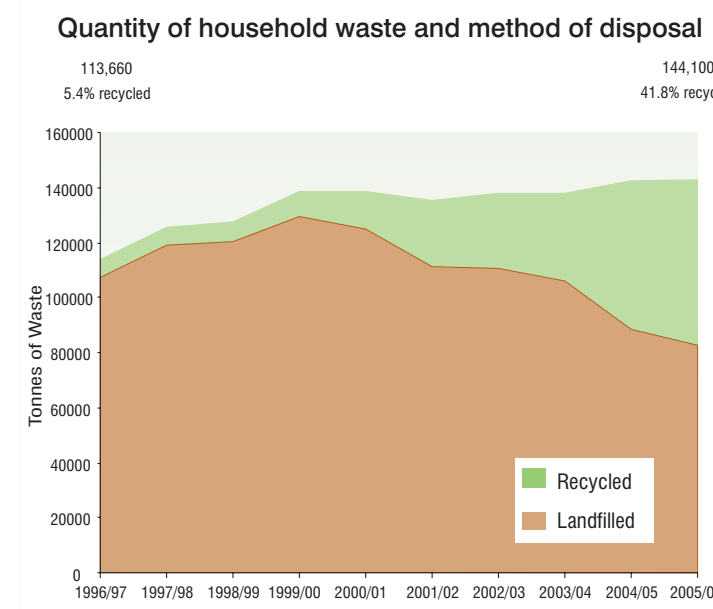


The graph shows how the concentrations of Nitrogen Dioxide have changed at the three continuous air quality monitoring sites in South Gloucestershire in recent years. Levels of the pollutant have generally decreased at all three sites from the 1998 baseline, with Kingswood displaying the most significant improvement.

Source: South Gloucestershire Council, Environmental Protection (Specialist) Team

Household waste collected and recycled

In the year to April 2006, 144,100 tonnes of waste were produced by households in South Gloucestershire, a slight increase on the previous years figure (142,656). Encouragingly the rate of recycling increased to 41.8% (from 37.8%).



This increase has been largely down to the continued success of the alternating collection service and the public's continuing efforts to increase the amount of waste they separate for recycling and composting.

Source: South Gloucestershire Council, Waste Management Team

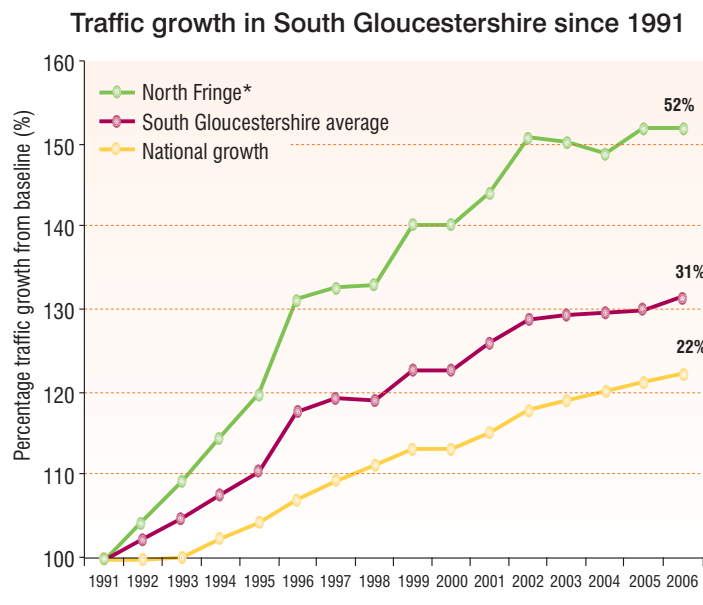
Getting around

Community Strategy Goal

A convenient, safe and inclusive transport network with less traffic congestion

Rate of traffic growth

The economic prosperity of South Gloucestershire and high levels of



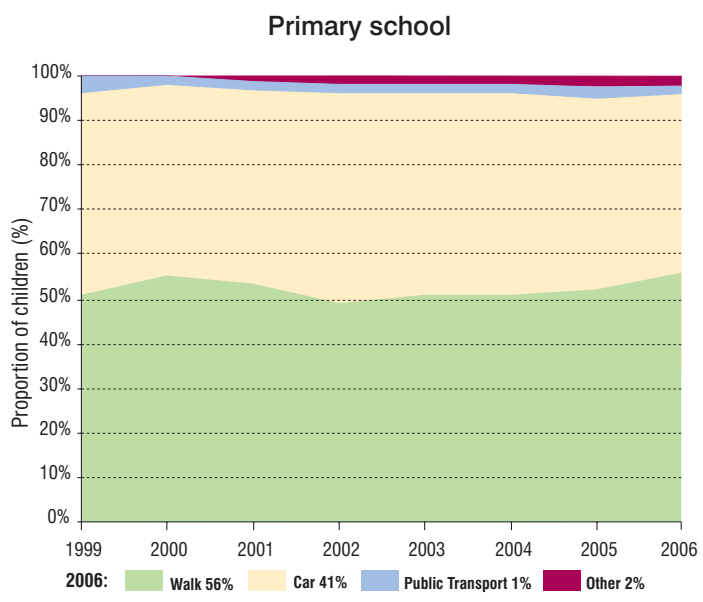
employment, housing and population growth make tackling traffic growth and congestion a major challenge. The graph shows that traffic growth has increased significantly since 1991, but is showing clear signs of levelling off. The council have achieved one of their aims of limiting traffic growth by 2006, which reflects the success of delivering schemes to promote car sharing and enhancements to the highway network.

Source: South Gloucestershire Council, Transport Policy.

* The North Fringe is the common name for the area to the North of Bristol. This covers the ring road corridor from Emersons Green to Filton and the A38 to Aztec West. This corridor has experienced significant employment, housing and population growth in recent years.

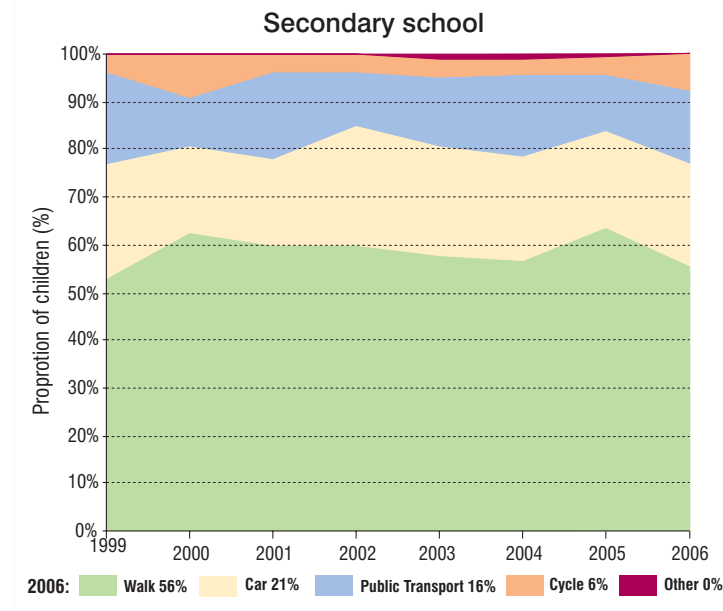
Getting to school

Each year local school children are surveyed to find out how they travel to school. The survey is undertaken on one day in March, so travel trends can be compared annually.



Primary schools: The 2006 survey showed that the majority of primary school children walk to school (56%), whilst 41% are driven by car. The graph shows that last year's results are broadly consistent to those recorded previously.

Source: South Gloucestershire Council, Transport Policy

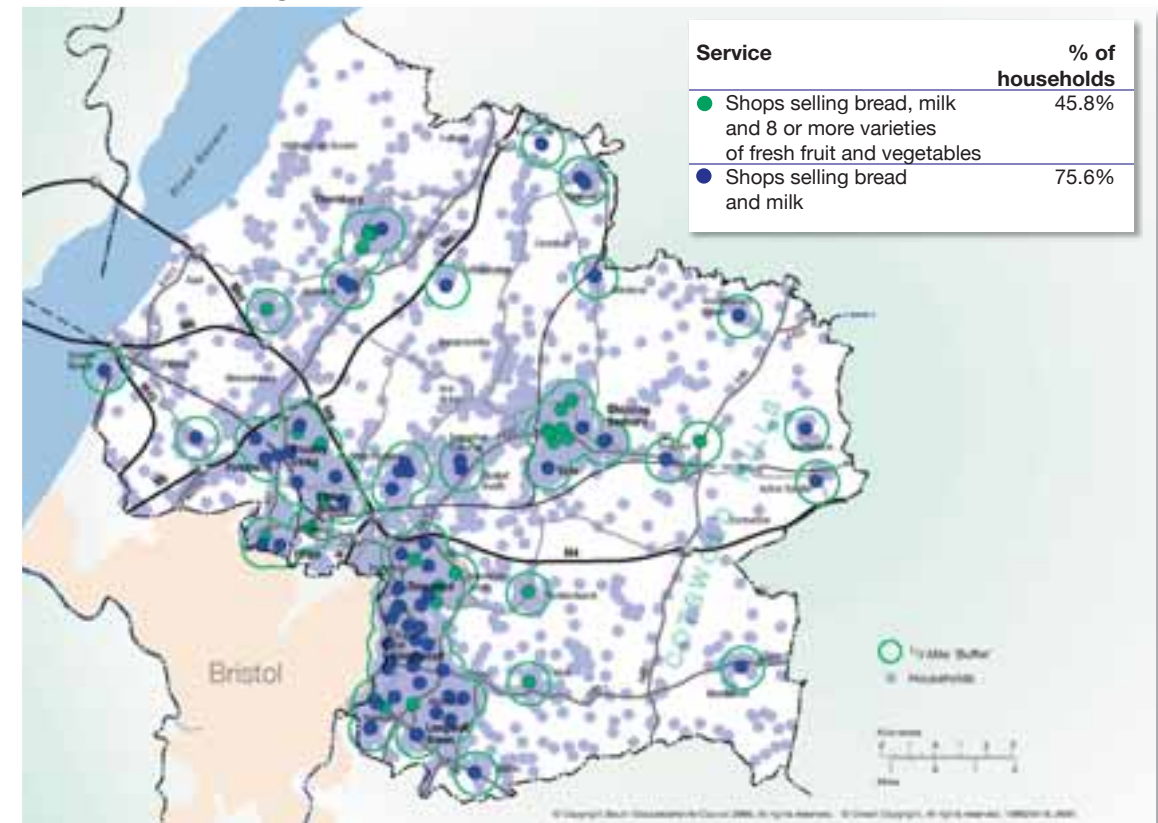


Secondary schools: The majority of secondary school children walk to school (56%), whilst 21% travel by car. The graph shows that despite annual fluctuations the results are generally consistent year on year.

Source: South Gloucestershire Council, Transport Policy

Access to 'basic food provisions'

People need convenient access to local services and amenities. The following map and table shows the proportion of households within a 1/2 mile radius of a shop selling the basic food provisions of bread, milk and eight or more varieties of fresh fruit or vegetables.



Source: South Gloucestershire Council

Public transport in rural areas

Getting to services and facilities for residents living in rural areas without access to a car can often be difficult. South Gloucestershire Council is at the forefront of rural public transport provision and helps provide an extensive range of daily transport services. As a result of a recent review of local bus services for rural communities, 78% of rural households are now within a thirteen minute walk of an hourly or better bus service.

Source: South Gloucestershire Council, Transport Policy